

## ESSAY TOPIC for Heilbronn campus

**Discuss how organizations can foster a culture of intrapreneurship. Describe examples of successful intrapreneurship initiatives.**

### GUIDELINES

- Language: English
- Style: Essay / Paper, please base your work on an appropriate number of scientific sources
- Quoting style: your choice, please use one quoting style consistently
- Font: Times New Roman
- Font Size: 12
- Word count: min. 1500 and max. 2000 words (Bibliography not considered)
- Margins: 2 cm
- Line spacing: 1.5
- **The essay will need to be uploaded in TUMonline as PDF file before you can finish your online application.** Please name the PDF document as follows:  
Surname\_Name\_Essay.pdf  
Example: Mustermann\_Felix\_Essay.pdf

### IMPORTANT

We expect a high standard of scientific work from our applicants. Therefore, independently of the result in stage one, all essays will be checked to see if they comply with these standards. Applicants who do not meet them, as in cases of plagiarism or the use of AI (e.g., Chat GPT, DeepL, Grammarly, etc) evidenced in the essay, will be excluded from the process. Essays are evaluated on the applicant's original work and the use of manual skills. We do not allow the use of AI technologies for idea creation, structuring, editing, or assignment completion.

You do not need to write a Declaration of authorship as it is already incorporated in the TUMonline portal.



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**Name: Xxxxxx Xxxxxx  
Date: xx.xx.xxxxx**